# Ten Tweetable Truths

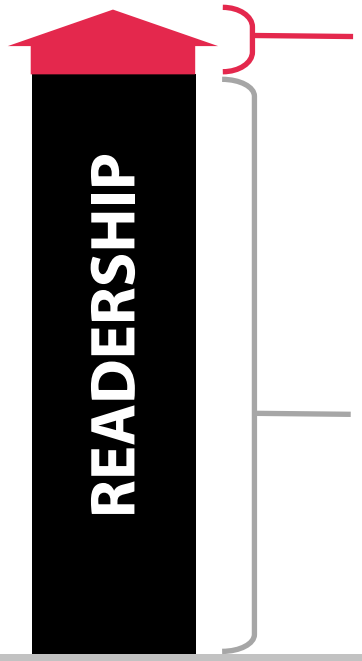
February 2021

News Media Canada
Médias d'Info Canada

# 1 Almost nine in ten Canadians read a newspaper every week.

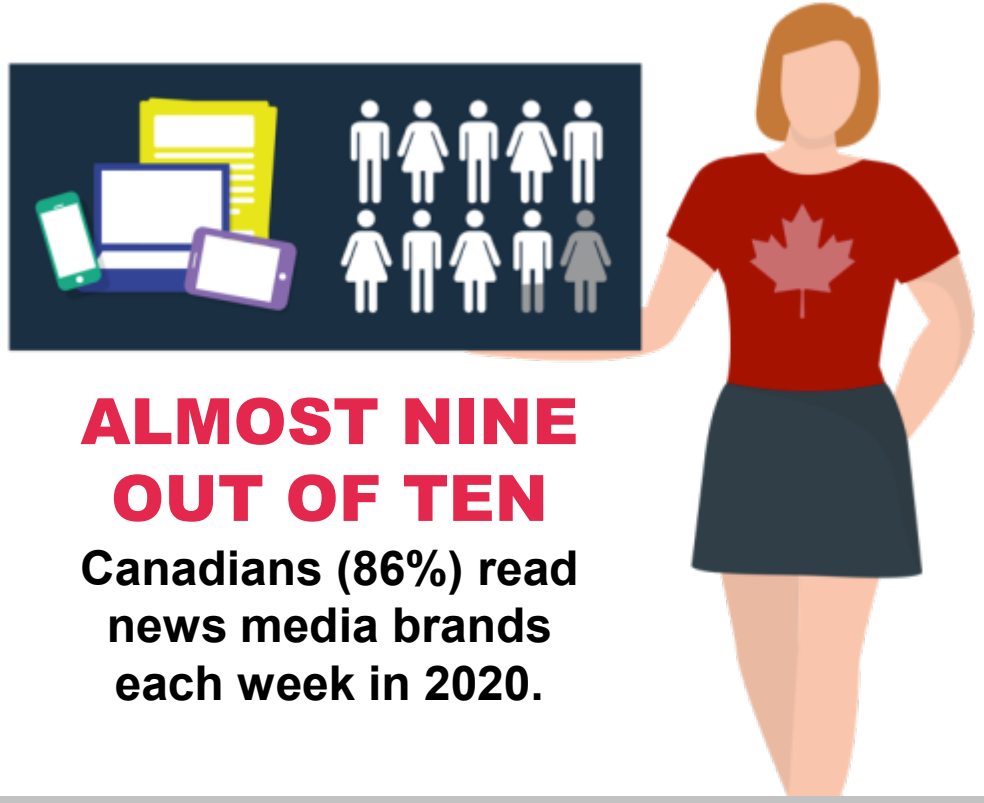
CANADA'S NEWS MEDIA. CHAMPION THE TRUTH.

Access to digital platforms has only increased access to news content. More Canadians than ever are reading in print or digital formats.




**2020** weekly readership was **86%**

**2012** weekly readership was **85%**



**ALMOST NINE OUT OF TEN**

**Canadians (86%) read news media brands each week in 2020.**

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Source: Totum Research, Canadians 18+; Weekly Readership (Community or Daily); 2020

# ❷ Readers choose multiple platforms to read newspaper content.

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**82%** of print readers also read in digital.

**70%** of digital readers also read in print.

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Source: Totum Research, Canadians 18+; 2020

# ❸ Daily newspapers reach 3 in 5 adults across Canada weekly.

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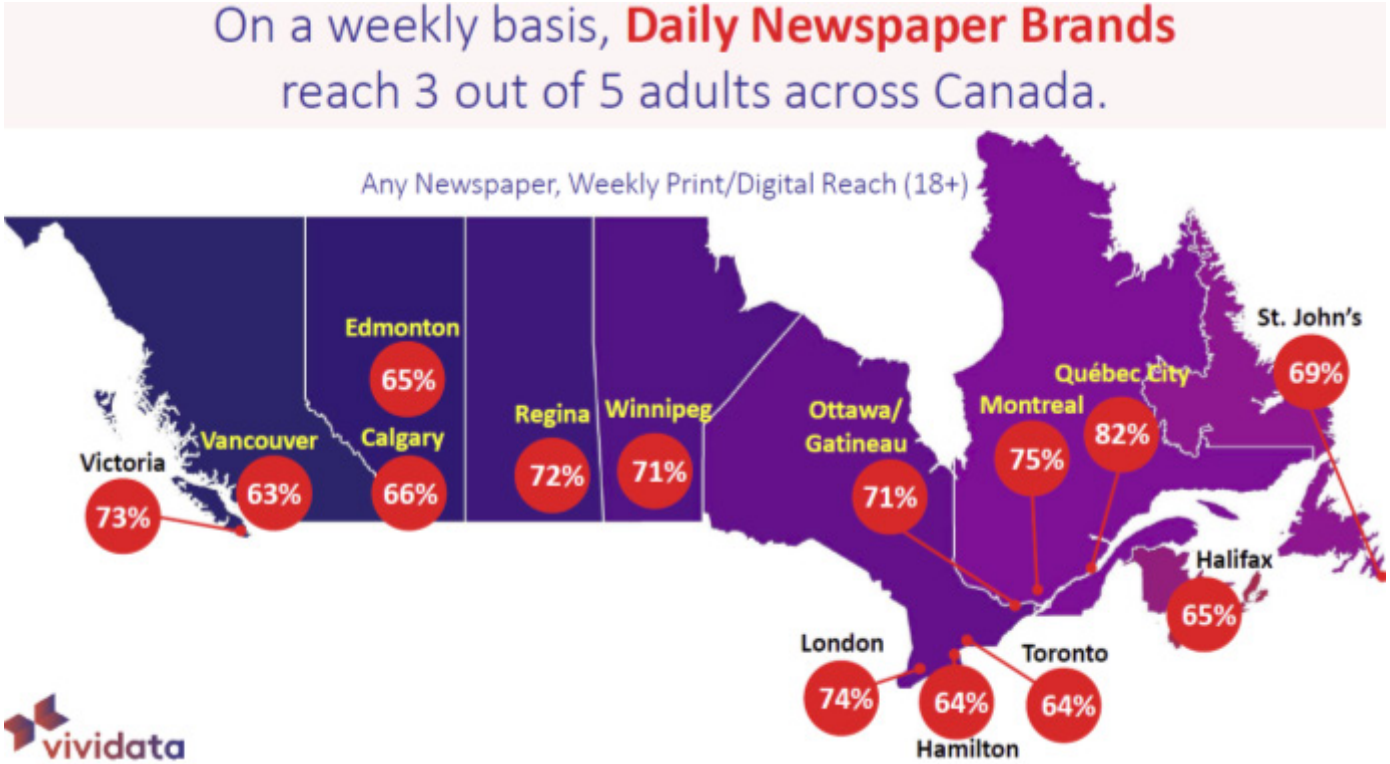
The highest newspaper reach is in Quebec City (82%), Montreal (75%), and London (74%).

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Source: Vividata Fall 2020 Study

# 4 Young Adults read newspapers differently than older adults.

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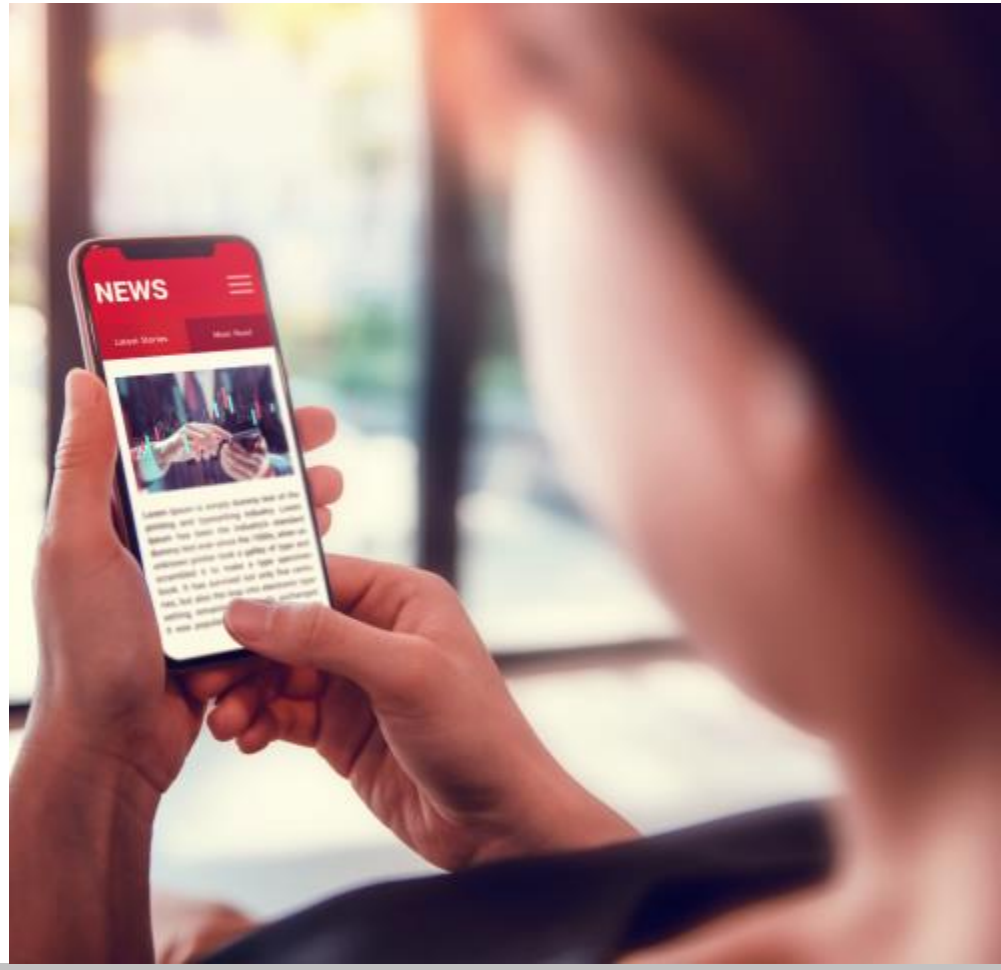
**Eight out of ten** Millennials (79%) use their phone to read news and keep up with current events.

And almost half of them also read printed newspapers.

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Source: Totum Research, Canadians 18+, Engaged and Connected; 2019

# 5 Reliable journalism is essential.

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**Eight in ten** (82%) Canadians feel that reliable journalism is an essential part of a democratic society and are concerned about the repercussions of fake news and it being used as a weapon.

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Source: Totum Research, Canadians 18+; 2020

# 6 Local information is the main reason for reading community newspapers.

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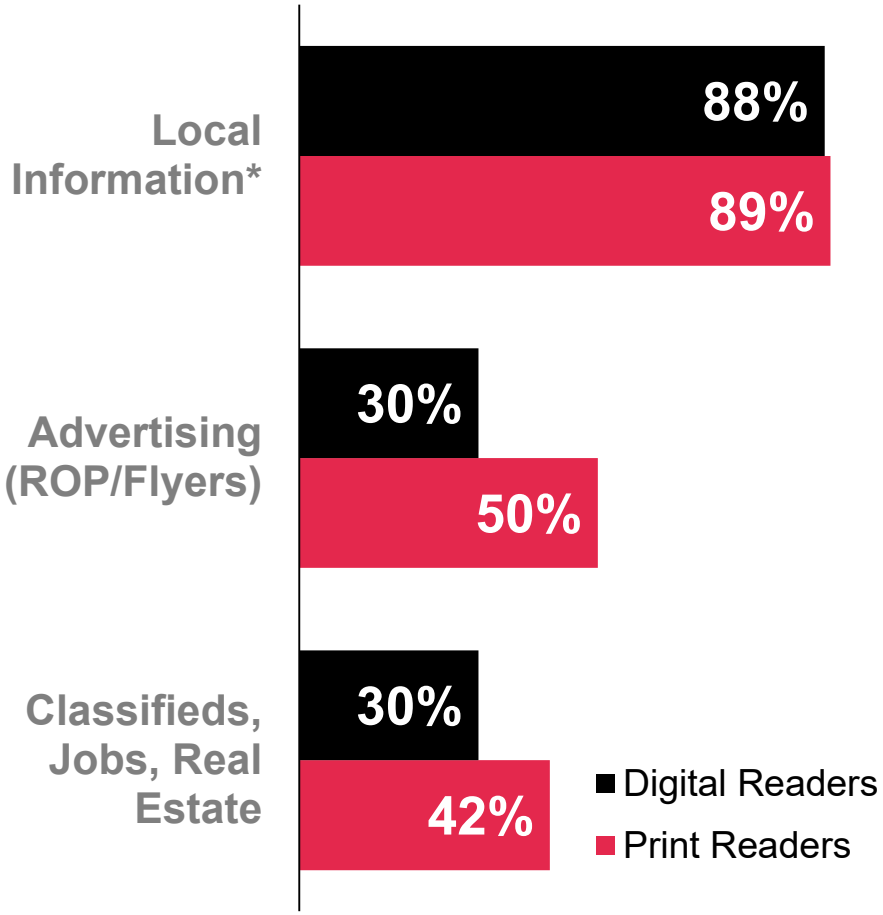
**Nine in ten (89%) print readers read for local information.**

Advertising is a key readership driver for printed newspaper readers.

- Half (50%) are reading for ROP/Flyers; and
- 42% read for classifieds, jobs, and real estate information.

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Source: Totum Research, Canadians 18+; Readers of Community Newspapers in Print/Digital; 2020
*Local information = local news, editorial, sports, entertainment, events, crime features, obituaries

# 7 Almost half of print community newspaper readers read for flyers.

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**Eight in ten (77%) community newspaper readers use flyers to plan grocery purchases.**

Flyers are also used for entertainment/restaurants (56%), health/personal care (53%), and clothing (51%) purchases.

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Source: Totum Research, Canadians 18+, Engaged and Connected; 2019
Vividata Fall 2020 Study

# 8 News media ads inspire action.

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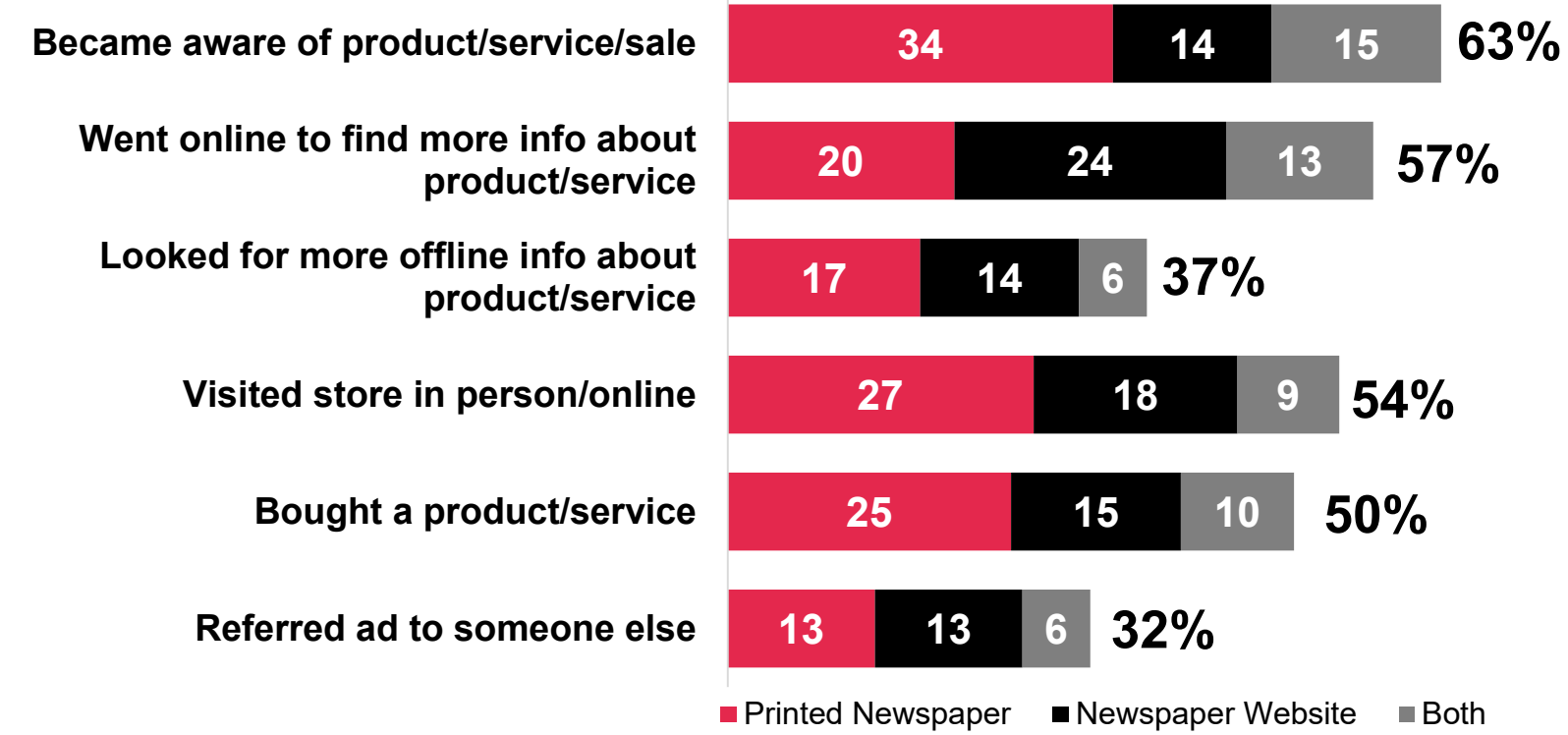
After being exposed to a news media ad, **57% of Canadians** went online for more information about a product/service and more than half (54%) visited a store.

**Actions Taken From Exposure to News Media Ads:**

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Source: Totum Research, Canadians 18+, Engaged and Connected; 2019

# 9 When reading a newspaper, Canadians give it full attention.

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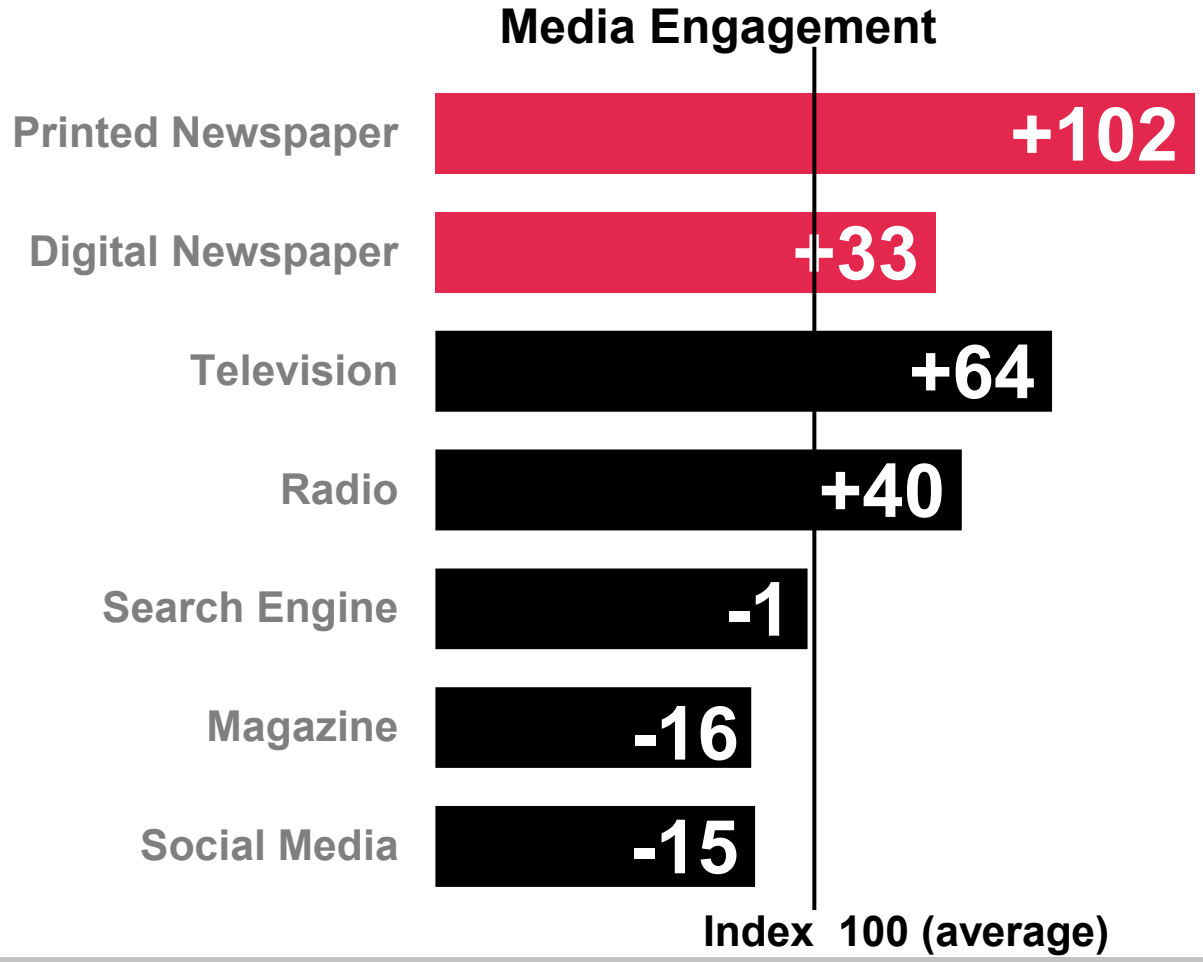
**Printed newspapers score 102% above average for engagement, the highest of all media measured.**

Engagement may be fractured with other media (*television, radio, magazines, search engine*).

Social media scored 15% below average in engagement.




Source: Totum Research, Canadians 18+, Engaged and Connected; 2019
Respondents were asked to rate media measured on 16 different engagement characteristics (7 General Engagement, 5 News Engagement, 4 Advertising Engagement). Results were indexed based on ratings for each media compared to the average rating.

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# 10 Newspapers are an essential service.

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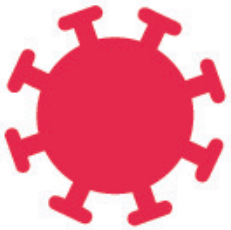

**The COVID-19 pandemic has made it clear to Canadians that they rely on news media.**

A third started reading newspapers in print or digital, and more than four in ten plan to continue reading newspapers to the same degree post-pandemic.

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Source: Totum Research, Canadians 18+; 2020

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